Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service:
Github

Your Website Idea:
Online clothing and apparel boutique

Service or product that will be sold:
Clothing, shoes, hats, watches, etc.

Proposed topics (at least three but you can list more) that your website will cover

1. Sell clothing and apparel piece by piece

2. Sell clothing and apparel in "bundles"

3. Monthly subscription "bundles"

4. About us page

5. Every purchase has a small portion go to charity

Current URL (or desired URL):

To be determined…

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…)
My target audience would be young adults between the ages 13-30 (or older depending on customer's fashion sense).

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?
Tons of people enjoy shopping and at this day and age, technology and online shopping is where it is at. An online boutique offers tons of convenience.

What do you offer that is different from your competition?
Many clothing and apparel companies offer a monthly subscription bundle or clothing that can be purchased separately. However, this company would offer both.

How do(will) customers use your site? What are their goals?
The website will be minimalistic in design and easy to use. They should be able to easily accomplish looking through inventory and picking out styles they wish to use.

4) Perception

What do you want to project about your company, your department, your project?
A new take on online clothing shopping designed and tailored towards millennials.

List adjectives describing how you want visitors to perceive your website.
Minimalistic, Modern, Easy to use, Fun, Cool.

List URLs of sites you like. What do you like about these sites?
https://oliveave.com/
http://us.asos.com/men/
https://www.eastbay.com/

Each of these sites have great marketing and online presence (for their respected areas).

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?
Create new content, I will write the content.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
This is to be determined, I will most likely grab clothing and apparel pictures from existing sites.

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.
To be determined. Not sure how to implement this to enhance user's experience.

Any required database functionality (dynamic content generation, personalization, login…)?
In the future yes, each user should have their own account at log in that will save their personal information for convenience.

Need for secured transactions? (like online shopping)
Yes.

Any additional programming requirements? (like search functionality)
This is probably a requirement that would be implemented later on.

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?
Social media marketing, local advertising, word of mouth, etc.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
Yes. The simplest form of marketing is through social media (it is also the cheapest). Having friends post about the site through social media so it goes around through word of mouth. Also, ads across all social media platforms.

8) Updating

How do you plan to keep the content on the site current and updated?
Since the clothing industry is so competitive, daily updates would be required. For the sake of this project, it would be the most current styles and fashion.

How often should content change on your site?
Content should change seasonally.

Who is responsible for updating and providing content?
Me!

What software will they use to keep the site updated?
I am not sure…